



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

**Contract # 333596**

Schedule Dates

10/22/12-11/06/12

10/26/12

Date Entered

09/26/12

Last Modified

09/26/12

Charlotte (WSOC)  
By Broadcast Month

Spots

Rate

Advertiser

POL/R PITTINGER/R/CON/NC (16652)

Entered By

Jill Hipskind

CO-OP

No

Headline #

06344257

Grand Total:

78 \$86,450.00

Agency

Innovative Advertising (2144)

Political (1065)

986 CONGRESS (138157)

Demo

Normal

Order Type

Package Deal

Product

Teerrep/Philadelphia, Philadelphia (1057)

Commission %

15.00

Commission

\$12,967.50

Brand

GUERRA,HEIDI

Net Total

\$73,482.50

Sales Office

Teerrep/Philadelphia, Philadelphia (1057)

Sales Tax

Salesperson

/

Buyer Name

986

Comments

National/Political

Standard

Comments

PITTINGER FOR CONG

Billing Type

15.00

Comments

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*, ROBERT PITTINGER FOR

Comments

Comments

CONGRESS

Comments

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CONGRESS

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PITTINGER FOR CONG

Comments

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

**WSOC-TV**

Innovative Advertising  
403 North Columbia Street  
Covington, LA 70433

**Brand**  
Salesperson  
Sales Office  
Buyer Name  
Phone/Fax  
CPE  
Account Types  
Comments  
Billing Type  
Comments

986 CONGRESS (138157)  
Telerep/Philadelphia, Philadelphia (1057)  
GUERRA,HEIDI  
/ /  
986  
National/Political  
Standard  
PITTENGER FOR CONG  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* , ROBERT PITTENGER FOR  
CONGRESS

Headline #  
Demo

Order Type  
Package Deal  
Commission %  
Commission  
Net Total  
Sales Tax

Normal  
15.00  
\$12,967.50  
\$73,482.50

**Contract # 333596**

Schedule Dates  
Advertiser  
Agency  
Product

10/22/12-11/06/12  
POL/R PITTENGER/R/CON/NIC (16652)  
Innovative Advertising (2144)  
Political (1065)

Date Entered  
Last Modified  
Entered By  
CO-OP

09/26/12  
09/26/12  
Jill Hipskind  
No

Charlottesville (WSOC)  
By Broadcast Month

Spots  
Rate

Grand Total:

78  
\$86,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	7:30P-7:56P (EST)	1							1	\$850.00	\$850.00	Charlotte (WSOC)			9/26/12
16.0	Normal Line / Spot	10/29/12-11/05/12	5	:30	8P- 10P (EST)	1							2	\$6,000.00	\$12,000.00	Charlotte (WSOC)			9/26/12
17.0	Normal Line / Spot	10/29/12-11/05/12	5	:30	10P- 11P (EST)	1							2	\$4,500.00	\$9,000.00	Charlotte (WSOC)			9/26/12
18.0	Normal Line / Spot	10/31/12-10/31/12	5	:30	8P- 9P (EST)	1							1	\$5,600.00	\$5,600.00	Charlotte (WSOC)			9/26/12
19.0	Normal Line / Spot	10/24/12-10/31/12	5	:30	10P- 11P (EST)	1							2	\$4,300.00	\$8,600.00	Charlotte (WSOC)			9/26/12
20.0	Normal Line / Spot	10/27/12-11/03/12	5	:30	8P- 11:30P (EST)	1							2	\$2,500.00	\$5,000.00	Charlotte (WSOC)			9/26/12
21.0	Normal Line / Spot	10/22/12-11/02/12	5	:30	11P- 11:35P (EST)	4	X	X	X	X			8	\$1,000.00	\$8,000.00	Charlotte (WSOC)			9/26/12
22.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	11P- 11:35P (EST)	1							1	\$1,000.00	\$1,000.00	Charlotte (WSOC)			9/26/12
23.0	Normal Line / Spot	10/28/12-11/04/12	6	:30	6A- 7A (EST)	1							1	\$225.00	\$450.00	Charlotte (WSOC)			9/26/12
24.0	Normal Line / Spot	10/28/12-11/04/12	6	:30	7A- 8A (EST)	1							2	\$250.00	\$500.00	Charlotte (WSOC)			9/26/12
25.0	Normal Line / Spot	10/28/12-11/04/12	5	:30	8A- 9A (EST)	1							1	\$500.00	\$1,000.00	Charlotte (WSOC)			9/26/12
26.0	Normal Line / Spot	10/28/12-11/04/12	8	:30	6P- 6:30P (EST)	1							2	\$700.00	\$1,400.00	Charlotte (WSOC)			9/26/12

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity/this non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

REP HEADLINE# 6344257  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM PER

SEP 25/12 18 - 37  
\*\*\* WSOCTV \*\*\*

ADV # ADV. NAME POLI/R PITTENGER/R/CON/NC  
AGY # AGY. NAME TINNOVATIVR/CON/NC

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NAME: INNOVATIVE ADVERTISING  
403 N. COLUMBIA STREET

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ORDER # \_\_\_\_\_  
COVINGTON, LA 70433  
CONTRACT # 6344257

PRDCT	PITTENGER	FOR	CONG	EST#986	COMMENTS: (LINE, ORDER,
FLIGHT	DATES	OCT22/12	NOV6/12	WIZ	7

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDDEE  
NOV/112 WK-3

REP: TO JILL  
FR JARED  
NEW PTTMENCPD GRCR

Mr. Littenger Order  
TOTAL \$86450  
PLS CNF THANKS

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROBERT PITTEINGER FOR CONGRESS

Henry

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROBERT PITTENGER FOR CONGRESS

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AGENCY DIVISIONAL RECORDS

1 500A-600A 30 AGENCY ADVERTISER CODE = AGENCY EST# = 986  
AGENCY PRODUCT CODE =

1	500A-600A	30	\$425.00
PROGRAM : RA 35+	NEWS 2.4		
2	500A-600A	30	\$425.00
PROGRAM : RA 35+	NEWS 2.4		

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROBERT PITTENGER FOR CONGRESS

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TIME : LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE

AGENCY ADVERTISER CODE = AGENCY EST#  
AGENCY PRODUCT CODE =

1	500A-600A	30	\$425.00
1	500A-600A	30	\$425.00

PROGRAM : NEWS  
RA35+ : 2.4

PROGRAM : NEWS	500A-600A	30	\$425.00
2			

RA 35° 22' 40.000" Dec + 22° 41' 00.000"

11/5	11/6	2	M-TU	2
10/22	10/26	4	M-F	4
10/29	11/2	5	M-F	5

REP HEADLINE# 6344257  
\*\*\* ORIGINAT. REV#0 \*\*\*

REP: TEL# 610-2225-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP25/12 18:37  
\*\*\* WSOC-TV \*\*\*

REP HEADLINE# 6344257  
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REP: TEL# 610-225-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP25/12 18.37